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TAKE OUR PICTURE:

The Story of Washington's Model Litter Control & Recycling Law

By Samuel Bowman

for Washington State Department of Ecology

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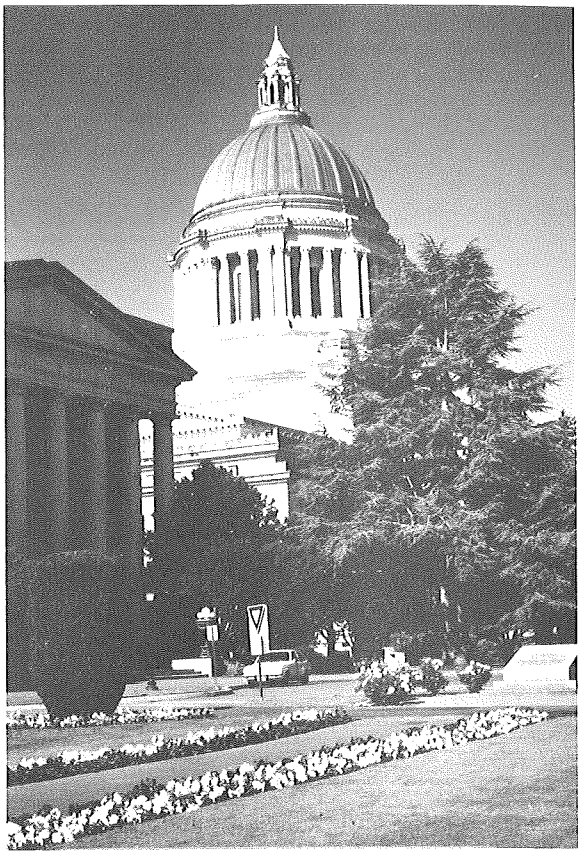

Olympia, Washington's state capitol.

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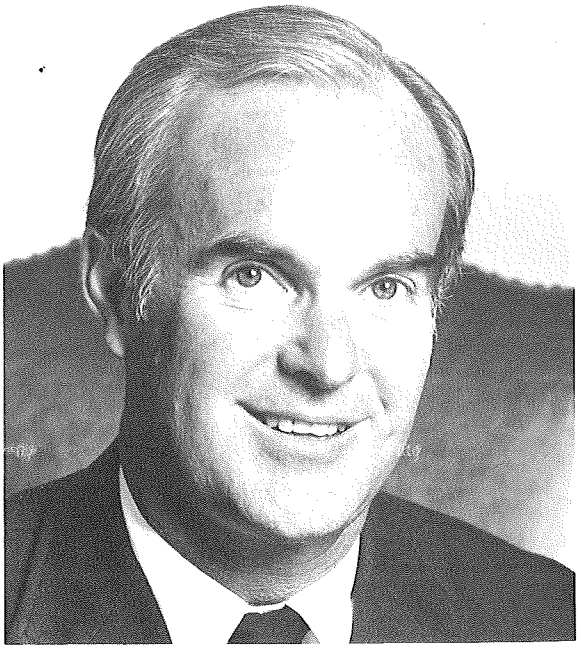


Governor Gardner

Elliott Bay

FOREWORD

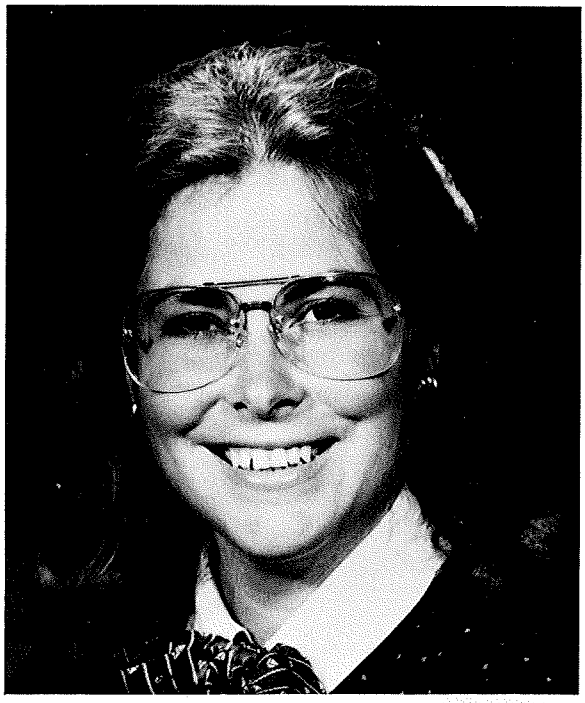
Washington State has a unique and effective partnership to deal with litter and to increase recycling. Our Model Litter Control & Recycling Act is funded voluntarily by industry, and administered by the Department of Ecology. We know that Washingtonians benefit from this partnership because litter is down and recycling is up, and at no cost to the taxpayers.

Sam Bowman was on the scene when the "model law," the first of its kind anywhere, was created. He was an active participant in the hard work it took to get the new law passed and to make it successful.

His study, *Take Our Picture*, is an enthusiastic inside story of the first fifteen years of the litter control and recycling program. It is written as Washington nears its 1989 Centennial celebration.

And, as Sam points out, one of the things we'll be celebrating is the fact that Washingtonians still work hard to keep the state clean and beautiful, and that the model laws works for all of us.

Andrea B. Riniker
Director
Department of Ecology



Andrea B. Riniker

THE WAY IT WAS

"All right, what DO you want? . . . How would YOU solve the problem?"

Author and sponsor, the late Senator Damon Canfield (R), Yakima, was appealing desperately for compromise on his failing anti-litter bill.

The opposing coalition of labor[1] and industry strongly resisted forced deposits on the sale of each container of beer and soft drinks. They said deposits would drive up costs and sacrifice jobs, with little benefit.

Like many of his colleagues, Canfield was determined to cure the problem of litter in Washington. Most of the blame centered on bottles and cans for just those two beverages, and neighboring Oregon had voted deposits on them the prior year. Their Governor, the late Tom McCall, chose the matter as a key political issue, and generated strong publicity for what would otherwise have been obscure detail. Sides were drawn; feelings became intense.

Opposition to Canfield's bill, clearly bilateral, was headed by the late Ron Murphy, Yakima-raised and a Seattle attorney, and Frank Keller, soft drink official and State Chairman of the Democratic party. They pointed out the closure of two can manufacturing plants soon after Oregon's law had passed, and severe job curtailment by glass bottle producers, as well.

The committee they led—bottlers, brewers, grocers, distributors, container manufacturers,[2] and labor unions working with them—promised to "come up with a better way" to solve the litter problem. . . They did just that, soon enough to get a bill into that legislative session.

Called the "Model Litter Control Law," it had broad support. Not just because it attacked the target in positive ways—clearing and consolidating existing statutes; mandating statewide cleanup programs on a continuing basis; ordering anti-litter curriculum material and courses for schools; providing well-defined management for its administration; but, unbelievably, *volunteering for an assessment* on producers, wholesalers, and retailers of all the thirteen commodities most often found in litter.

The last was dramatic: NOBODY had EVER requested a tax!

Asking how much money Washington had spent the prior year to clean up litter from roads, parks, and beaches, the committee was told by the Department of Revenue it was $400,000. Dividing this amount by the total dollar value in the State of production, wholesaling, and retailing of those thirteen products found in litter (including newspapers) developed a rate of $.0015 on each dollar of business.

Thus, the concerned industries volunteered to pay for cleaning roads, parks and beaches—AND for educating the public about beautification and lit-

Tacoma Narrows Bridge

ter abatement. The law would address enforcement and fines for its violation, as well.

Truly comprehensive; better, self-liquidating, the bill moved rapidly through both houses and on to the desk of the Governor. Al Rosellini, seldom presented with a measure supported equally by labor and management, quickly gave it his blessing. "When YOU people work together on something, I'm for it all the way!"

The Model Litter Control Act of 1971 took effect the following May (WAC 173-360). Amended two years later into the Litter Control and *Recycling* Law, it has since treated both clearly related functions. They have been administered by the Department of Ecology, and also get the cooperative attention of the Committee for Litter Control and Recycling and The Washington State Recycling Association.

Based in Olympia, with regional offices over the state, Ecology has a dedicated staff of professionals who enforce our bellwether law. Often questioned by other state or national governments, they gladly report details and summaries of Washington's experience. The results are dramatic: ten other states[3] have confidently adopted Washington's pioneering act.

From the days of the late Senator Canfield and of former Governor Rosellini to the present, following administrations of Dan Evans, Dixie Lee Ray, John Spellman, and Booth Gardner have all proudly saluted the law that does so much for our state (at no cost to its government).

This book tells the story of a statute hailed on all sides as being remarkably successful. "There's no such thing as a free lunch," skeptics had warned. But Washington may have the bargain of the century. . .

Metropolitan Business Community

April 24, 1970

Letter to: Members of the Legislative Council Committee on Commerce, Industry, Trades and Professions

Sen. William L. Day, Spokane
Sen. William A. Gissberg, Lake Stevens
Sen. Robert R. Grieve, Chmn., Seattle
Rep. Helmut L. Jueling, Tacoma
Sen. James E. Keefe, Spokane
Sen. Rueben A. Knoblauch, Sumner
Sen. Harry B. Lewis, Olympia
Sen. Ted G. Peterson, Seattle
Sen. Don L. Tally, Kelso
Sen. Robert W. Twigg, Spokane
Rep.Hal Wolf, Yelm
Mr. James Guenther, Council Staff, Olympia

The 1969 session of the Washington State Legislature, expressing its concern about the pollution problems caused by roadside litter within the State, assigned by resolution to the Legislative Council responsibility to research those problems and to make whatever are appropriate reports and recommendations to the 1971 regular session of the State Legislature.

By its 1969 resolution, the Legislature called upon Industry (meaning beverage producers, bottlers, can manufacturers and others of allied interests) to cooperate with the Legislative Council in this effort. Industry For A Quality Environment was formed to answer that call, which was accepted officially by concerned industry in a letter dated March 29, 1969, to Senator Damon Canfield, one of the sponsors of the Resolution.

We have approached our assignment in seriousness. We determined from the beginning that half-way measures were not acceptable; that our commitment was to come up with a comprehensive litter control program that could *effectively* combat the litter problem; and that such a program must possess provisions for *effective* implementation and *effective* funding.

Your Committee, chairmanned by Senator Robert Grieve, held a public meeting on this subject on November 7, 1969, at which time our organization presented for your review an extensive document containing detailed background data and information relative to litter. That document was offered as a catalog of source material for use by the Committee and its staff and by our group as we proceeded with the assignment. Subsequently, we retained the services of an independent counseling firm (Merry, Calvo, Lane & Baker, Inc., Seattle) to become our liaison representative with the legislative committee and staff, to act as a resource office as desired by the Committee, and to act on its own initiative with public and private agencies that might be helpful in developing our efforts.

We wish to acknowledge with sincere thanks the cooperation given us and our representatives by the myriad individuals and organizations we have contacted during the last several months. In addition to the Legislative Council's staff, included were Clean & Beautiful, Inc., the University of Washington Department of Urban Affirs; Office of the State Budget Director; Washington Environmental Council; Washington State Sportsmen Council, Inc., and its individual chapters; Washington State Oceanographic Commission; Washington Automobile Club; Washington State Department of Highways; Washington State Patrol; Washington State Department of Parks; Washington State Federation of Garden Clubs and its individual chapters; and the Washington State Employment Association.

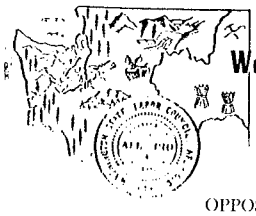
This report represents the findings, conclusions and recommendations that have grown out of our work since the November 7, public meeting. We know that the ultimate judgement must be rendered by the 1971 legislative session, but we believe this report represents a remarkable step forward toward resolving litter problems in Washington.

We believe further that this report, containing as it does input from varied agencies and organizations both public and private, is a remarkable example of cooperative achievement involving government and commerical enterprise. . . one which should be a source of pride for both State Government and industry in Washington and one which might be a legitimate subject of attention elsewhere.

Respectfully Submitted,

INDUSTRY FOR A QUALITY ENVIRONMENT

Ronald A. Murphy, Chairman



Washington State Labor Council, AFL-CIO

JOE DAVIS, *President* · MARVIN L. WILLIAMS, *Secretary-Treasurer*
TELEPHONE: MUTUAL 2-6002
2700 FIRST AVENUE · SEATTLE, WASHINGTON 98121

ADOPTED
BY
CONVENTION ACTION
AUG 26 '76

OPPOSITION TO INITIATIVE 256

Resolution No. 80

Submitted by
GLASS BOTTLE BLOWERS ASSOCIATION
Local No. 87

WHEREAS: Initiative 256, which proposes to prohibit the sale of beverages in certain non-returnable containers, is predictably ineffective as an anti-litter control device; and

WHEREAS: Recognizing that Initiative 256 might cause prices for bottled or canned beverages to be increased beyond the economic reach of many wage earners; and

WHEREAS: Further recognizing that the beverage industry and bottle and can industry may be forced to reduce production and employment due to higher prices caused by Initiative 256 at a time when our economy can least afford any further setbacks; now therefore be it

RESOLVED: That the Washington State Labor Council oppose Initiative 256 at the polls in November.

Referred to Statewide COPE Committee
Amended by Committee

Adopted as amended by
Washington State Labor Council, AFL-CIO
Thirteenth Annual Convention
August 26, 1970—Richland, Washington

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UNION MADE PAPER

IN THE LEGISLATURE
of the
STATE OF WASHINGTON

SENATE RESOLUTION
1969-Ex. 16

By Senators Damon R. Canfield,
Hubert F. Donohue, William S. Day,
Bruce A. Wilson and Brian J. Lewis

WHEREAS, The widespread littering of our roadsides with discarded beverage containers and other types of litter has reached a point where it has not only damaged the appearance of our environment, but has become a threat to the public health, safety and welfare; and

WHEREAS, It is necessary to take measures to control this growing form of waste pollution before it becomes an even more serious menace; and

WHEREAS, The beverage and allied industries have agreed to cooperate fully with and to lend wholehearted support to a legislative study aimed at finding a practical solution to the problem;

NOW, THEREFORE, BE IT RESOLVED, By the Senate, That the Legislative Council is requested to undertake a study of the pollution problem caused by the littering of roadsides with discarded bottles, cans, and other types of litter; that it undertake such study in cooperation with the beverage and allied industries; and that it recommend feasible ways in which the problem might be attacked and solved.

BE IT FURTHER RESOLVED, That the results of this study, together with the recommendations pursuant thereto, be presented to the next regular session of the legislature for its consideration.

I, Ward Bowden, Secretary of the Senate,
do hereby certify this is a true and correct
copy of Senate Resolution No. 1969-Ex. 16
adopted by the Senate April 1, 1969.

REVENUE REG. '71

Regulation Adopted Through Public Hearing

October 1971
State of Washington
Department of Revenue
Olympia, Washington

Litter Tax
WAC 458-20-243 (Rule 243)

Sec. 12, Ch. 307, Laws of 1971, 1st ex. Sess., levies an annual litter assessment upon manufacturers, wholesalers, and retailers of certain products, The rate of this special tax is .00015 (.015%) and it applies to sales within this state made on and after May 21, 1971. Special forms for reporting this tax will be sent by the Department to all registered taxpayers in December. Such returns will show a due date of January 15 of the following month and will be delinquent after January 31 of that month. The penalties prescribed by Chapter 82.32 RCW will apply to any delinquent returns and all other administrative and enforcement provisions of Chapter 82.32 RCW are also applicable with respect to the litter tax.

The measure of the tax is the gross proceeds of the sales of the business and will apply to places of business selling products falling into the thirteen categories listed in Sec. 13 of the law which are defined as follows:

1. *Food* means any substance, except drugs, the chief general use of which is for human or pet nourishment, including candy, chewing gum, and condiments. It includes sales of meals, snacks, lunches, or other food by restaurants, drive-ins, snack bars, concessions, and taverns. Drugs means substances or products appearing in the latest listing of U.S. Pharmacopoeia or National Formulary the chief general use of which is as medicine for treating disease, healing, or relieving pain, but excluding devices, apparatus, instruments and the like.

2. *Groceries* means all products, except drugs, sold by persons in a place of business selling food for off premises consumption, but excluding building materials, clothing, furniture, and appliances.

3. *Cigarettes and tobacco products* include all of the products subject to the excise taxes of RCW Chapters 82.24 and 82.26.

4. *Soft drinks and carbonated waters* means all beverages, excluding liquor as defined by Title 66 RCW or rules and regulations of the Washington State Liquor Control Board.

5. *Beer and other malt beverages* means all beverages defined as beer or malt liquor by Title 66 RCW or rules and regulations of the Washington State Liquor Control Board.

6. *Wine* means all alcoholic beverages defined as wine in Title 66 RCW or rules and regulations of the Washington State Liquor Control Board.

7. *Newspapers and magazines* means all daily and periodical publications.

Winslow, Bainbridge Island

8. *Household paper and paper products* means materials or substances made into sheets or leaves from natural organic or synthetic fibrous material for home or other personal use. It includes also products or articles made from such sheets or leaves for home or other personal use.

9. *Glass containers* means articles made wholly or in substantial part of processed silicates which can be, or are, used to hold other things within themselves.

10. *Metal containers* means articles made wholly or in substantial part of materials such as iron, steel, tin, aluminum, copper, zinc, lead, silver and any alloys thereof and which can be, or are, used to hold other things within themselves.

11. *Plastic or fiber containers made of synthetic material* means articles made wholly or in substantial part of ethylene derivatives, resins, waxes, adhesives, or polymers and which can be, or are, used to hold other things within themselves. The phase includes all paper containers except those which are made exclusively of organic pulp fiber and without synthesis with adhesives, polymers, waxes, resins, or other materials. Synthetic material means that produced by synthesis which is the process of making or building up by a composition or union of simpler parts or elements as distinguished from the process of extraction or refinement.

12. *Cleaning agents* means all soaps, detergents, solvents, or other cleansing substances used for cleaning buildings, places persons, animals or other things.

13. *Toiletries* means all substances such as soap, powder, cologne, perfume, cosmetics, toothpaste, etc., used in connection with personal dressing or grooming.

14. *Nondrug drugstore sundry products* means all products, goods, or articles, except drugs, sold by persons in a place of business selling drugs, but excluding building materials, clothing, furniture, and appliances.

"Place of business" for purposes of this rule means any location, department, or division even though it be a part of a larger business operation provided it is separate from such other or additional business physically, operationally, and in its books or records. Thus, a department store which consists of a grocery department and a clothing department, each with its own space and having separate employees, cash registers, and accounting records would not be subject to the groceries litter tax on the sales of its clothing department merely because it was located in the same building and under the same ownership as the grocery department.

"Gross proceeds of the sales of the business" means the value proceeding or accruing from the sale of tangible property and/or for services rendered without any deduction for costs or expenses. In the case of publishers of newspapers and magazines the measure of the litter tax is the same as specified in Rule 143 for business and occupation tax; i.e., gross income from the publishing business including advertising income.

The law intends that the tax be limited to sales within this State and therefore there may be deducted from the measure of the tax sales to persons in other states or transfers to points outside the State without sale. Out of state firms making sales in or into Washington will be subject to the litter tax under the principles set out for business and occupation tax in Rule 193B.

Persons operating drugstores may report and pay the litter tax measured by 5% of total sales in lieu of separately accounting for sales of drugstore sundry products. Persons operating grocery stores may report and pay the litter tax measured by 95% of total sales in lieu of separately accounting for grocery and nongrocery products sold.

Effective May 21, 1971.

BULLETIN NOVEMBER 23, 1971

LITTER CONTROL ACT

Rules affecting food industry clarified

A bulletin clariying Model Litter Control Act rules affecting the food industry was issued today by the Department of Revenue.

Under the interpretation, retailing of food and beverages solely for indoor, on-premise consumption by restaurants will not be subject to payment of the 15/100 of one percent tax on gross sales.

The interpretation is based on the section of the act which says it shall apply to industries manufacturing or selling products, packages, wrappings or containers "which are reasonably related" to the litter problem.

The act requires the department to define the scope of 13 covered categories of business. Today's clarification applies to rules adopted in October for implementing the act.

The Litter Control Act was passed by the 1971 Legislature as an alternative to Initiative 40. Both will be on the November, 1972, ballot.

First payments will be due in January on gross sales since the law became effective May 21, 1971.

TABLE I

POPULATION BY STATES, 1985

with Number of Residents Per Square Mile
(Bureau of Census,
U.S. Department of Commerce)

	Residents	Area Sq. Mi.	Density (Pop./ Sq. Mi.)
Washington	4,409,000	68,138	66
Oregon	2,687,000	97,073	28
California	23,365,000	158,708	169
Mountain States*	12,339,000	863,703	15

* ID, MT, UT, NV, WY, CO, NM, AZ

TABLE II

POPULATION DENSITY

(Residents Per Square Mile)

	1970	1980	1985	Increase 15 years
Washington	50	61	66	32%
Oregon	22	27	28	27%
California	126	149	169	34%
Mountain States*	10	13	15	50%

* ID, MT, UT, NV, WY, CO, NM, AZ
Statistical abstract of the United States, 1987
Bureau of the Census, U.S. Department of Commerce

TABLE III

*ASSESSMENTS ON INDUSTRIES**

MODEL LITTER CONTROL/ RECYCLING LAW

Year	Total Payment
1971	$348,653
1972	609,259
1973	655,167
1974	902,111
1975	997,507
1976	1,006,509
1977	1,232,024
1978	1,401,293
1979	1,484,911
1980	1,682,254
1981	1,849,872
1982	1,661,415
1983	2,170,919
1984	2,504,831
1985	2,458,166
1986	2,900,000
	$23,864,891

*Washington Department of Revenue

TABLE IV

*STATE OF WASHINGTON RETAIL SALES BY TYPE OF BUSINESS**

(millions of dollars)

	1972	1977	1982	1985	% Change 13 Years
Food Stores	2895	5311	4896	5460	+ 89%
Eating and Drinking Places	1356	2713	2268	2723	+101%
Service Stations	947	2012	1737	1670	+ 76%
		Average Increase			+ 89%

* Statistical Abstract of the United States, 1987
Bureau of the Census, Department of Commerce

THE EARLY YEARS

Today's Washingtonians take pride in the State's growth and development in the twenty-five years after Century 21, the Seattle World's Fair in 1962.

Well, we might! The outstanding exhibit drew record attendance, made a profit, and left a number of facilities still in popular use. Many believe "the fair" marked Seattle's coming of age, its blossoming into a world class city.

In that quarter-century Washington's population had grown from 2,965,000 to 4,409,000—up 49%! (Table I) Also ballooning in this fixed territory of ours has been the "stable" of motor vehicles we keep. The number of our cars is up even more—by 70%! Our "fleet" grew from 2.1 million in 1970 to nearly 3.6 million in 1985. (Table V)

Problems? . . . How about some of the changes in American lifestyles in this same period? Now, over half all married women are employed outside their homes (70% of those between the ages of 25 and 34)[4] No wonder we all eat out a lot more! Look at the figures reported by the Bureau of the Census. They say our expenditures for eating away from home went up a whopping 321% from 1970 to 1985.[4] Over three times as much! Think of all the foods and beverages we're buying in fast, convenient forms, to keep up with our high-speed lives!

Now, let's slow down . . . take a deep breath of that fresh Washington air . . . and think how lucky we are, just being here.

There are a lot of reasons, but in view of those numbers we saw above, one very good one is our Model Litter Control and Recycling Law. It's fifteen years old, and it deserves a lot of credit for the State's being not only green but also CLEAN.

We clean up after ourselves and our visitors . . . and we've been saving our trash to recycle it.

Our roads, parks and beaches look better.[5] And they're going to stay that way.

We're proud of Washington . . . proud of the natural beauty around us.

Yes, we're happy about the law that reminds us of neatness wherever we are, starts with teaching good outdoor manners in the schools, and sends out crews of young workers to refresh our highways and other public areas.

You're darn' right. Since the Model Law took effect in 1972, there's another whole set of happy numbers to compare with what we were doing to each other fifteen years ago. Like the other impressive figures above, following the 1962 World's Fair, studies of Washington litter confirm that we are the cleanest state of any of those compared. Clearly better than any that just require deposit on containers for beer and soft drinks, for example.[5]

To quote from *Litter Reduction Effectiveness*, Volume Two, p. 1,[6] "At present, vehicle occupants in Washington encounter 27% less litter than in Oregon on a basis of square feet of accumulated litter per average mile driven. The comparison for urban areas is even more significant, averaging 52% less . . ."

To begin with, after the Law made our anti-litter logo (pictured) official, more and more signs quickly went up all over the state. In parks, on playgrounds, at marinas, ski resorts, and mountain trails. Thousands of Allen Carlsen's award-winning symbol appear before us wherever we go. (The designer gave us his copyright, and Washington permitted its adoption by other states all over the continent.)

Next, money started rolling in to the Department of Revenue (Table III) for the specially earmarked fund written into the Law. Staff was hired by Ecology; they opened offices over the State, and began programs to make the new Law popular.

Speakers visited assemblies and classrooms. All over Washington the good news was presented to clubs, fairs, unions—wherever the public gathered. Litter bags by the hundreds of thousands were distributed to car dealers, service stations, driver training classes, everywhere.

Soon there were myriad contests among school kids, scout troups, other youth organizations, competing for the best poster designs or the most effective cleanup campaigns. Merchants, clubs, other civic-minded organizations offered awards and prizes. The program was underway, to involve ALL the people in the WAR ON LITTER!

And it goes on and on, at no cost to the State . . .

A STORY OF PROGRESS

Take a look around . . .

We couldn't improve the green nature gave Washington, but we're taking better care of it nowadays. Especially since the Model Law opened our eyes (and industry's) in 1971.

Noted author J. P. Wiley, Jr. could have been talking about us when he wrote, "Green space ranks up there with baseball and apple pie: right-thinking people everywhere recognize them as indisputably virtuous, manifestations of the "good" that by our very natures we seek . . . Cities are where the excitement is, but most Americans find they crave a little green."[7]

So, where better than here?

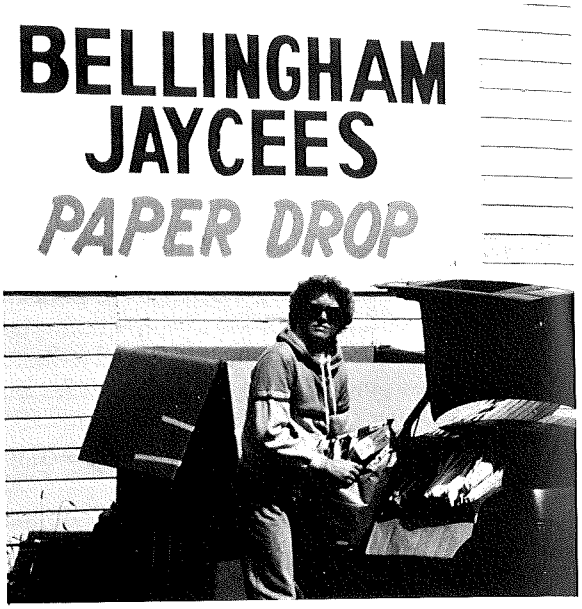
As we're preserving it, we're keeping it clean, letting the green show.

For us, it's great to read the official surveys [5] of litter reduction in the western states. Performed by Institute for Applied Research, Sacramento, the 31 in-depth studies clearly indicate Washington has improved most and has least apparent litter.

Their 1986 Survey gave this State the best "grade" of any surveyed, even better than Nebraska when they counted beer and soft drink containers. This, in spite of a 77.3% increase in our vehicular traffic since 1972, the initial year of the "Law" (Table VI)

Washington has earned these top ratings, for example, even though we have 65% more people than Oregon—all living in a land area 43% smaller . . . [4]

And we have 60% more registered vehicles than our neighbor to the south.[4]



Bellingham Community Recycling

Isn't it encouraging that WE have the cleaner outdoors?

Some of the special reasons to celebrate NOW, even before our Centennial:

1. We were FIRST with a state-wide toll-free hot line, 1-800-RECYCLE, to inform and encourage all who would recycle.
2. FIRST (–84%) in reduction of beer and beverage container litter since the first survey (1973).
3. FIRST (–80%) in service-station pump-island placement of travel trash receptacles.
4. FIRST (–79%) in food market/convenience store placement of trash receptacles.
5. FIRST in curriculum material furnished our schools statweide. The widely acclaimed A-WAY WITH WASTE, now in its third edition, is an interesting and valuable textbook for elementary and secondary schools.
6. Our programming of litter control and recycling activities costing over $24,000,000 during the first fifteen years—at no cost to you, no cost to the State of Washington, has all come from the businesses and industries, the ones who VOLUNTEERED for the assessment in 1971.

Now amounting to more than $3,000,000 annually, it's doing a super job to make life in Washington ever better for residents as well as our visitors. Think of the benefits we have enjoyed (thirty million dollars worth) by our 100th birthday, 1989.)

Brag to your friends about it . . . tell your relatives . . . tell EVERYBODY.

Welcome, to our green, CLEAN Washington.

WHAT ARE OUR PROBLEMS?

Let's identify some highlights in our new lifestyle. Again, our data is gleaned from reports of the Bureau of the Census, U.S. Department of Commerce. Some also have been taken from an informative book, In One Day, by Tom Parker (Houghton-Mifflin Company, Boston).[8]

First, America's per capita generation of solid waste in 1986 was 4.14 pounds per day.[4] That's 1512 pounds each man, woman, and child in the United States "left behind" that year. Just in Washington, we had to find places to put *3,343,400 tons* of refuse!

That seems a lot . . . What is it?

Let's start small. Right here, it included some 879,360 disposable diapers, *every day.*[8] For the year, that was 321,000,000 single-use ones in our state.

Still thinking small, we must find a last resting-place in Washington for over 66,000 used *light bulbs* per day.[8] They add to more than 24 million each year[4] (and think how much bigger our worn-out *fluorescent bulbs* are)!

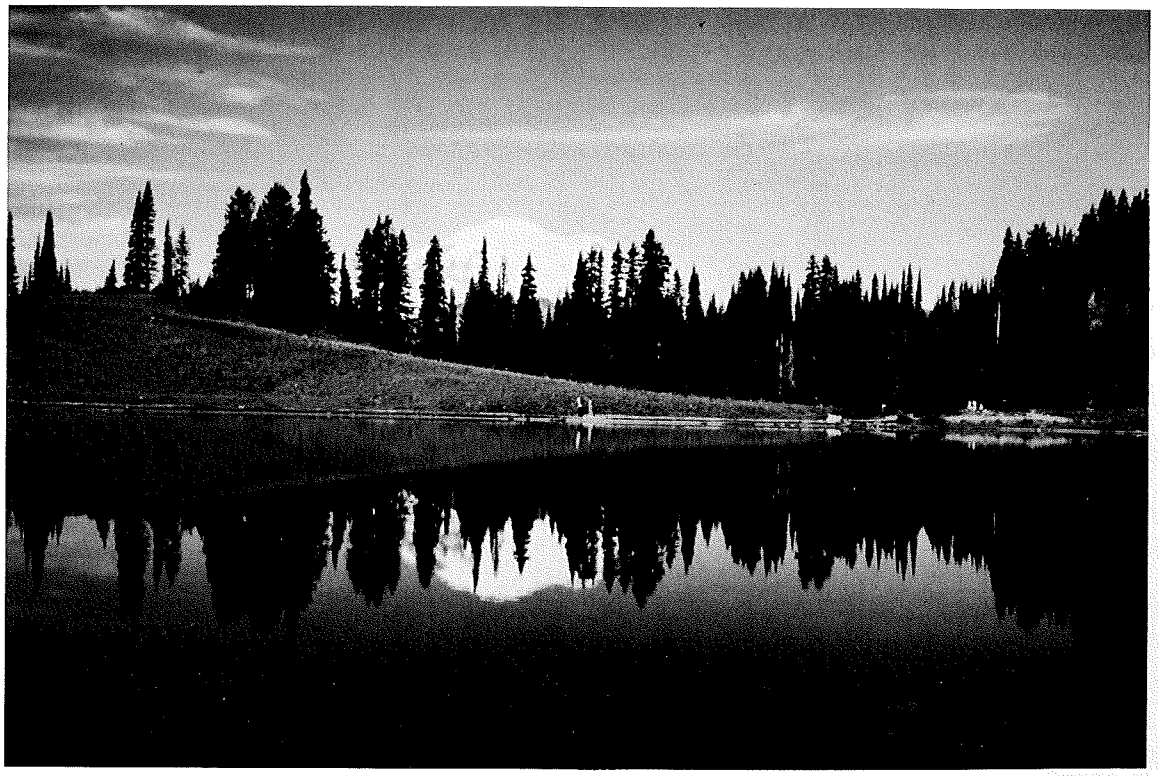
Each of us gets stuck with over *fifteen pounds* of advertising mail in a year's time.[8] That means Washington sees 92 tons[4] of "junk mail" every single day—33,434 *tons* in twelve months, of "that stuff we didn't order and may not want."

That is only a small part of our *paper* blitz. Newspapers alone represent 683 tons each day;[4] annual total for the state: 249,295 tons.[4] Think how little that is, too, compared to the total of all forms of paper we use in Washington in one year: 1,401,490 tons![4] That means "government" has to do something every day with 3,840 tons of *just paper* in our state!

Not many products build up that fast, but there are other problems. Like Americans everywhere, we love our cars. But some of their parts wear out faster than others. An example: in our state we have to replace over 3,000,000 tires every year.[4] Just stacking that many tires side-by-side like Life Savers would make a row of them ten miles long! And we need batteries, especially the big ones for cars and trucks. Washingtonians discard over a million of them every year.[4] Guess where they go . . .

So far, no mention of just plain garbage. By national averages, people in our state throw out some 3,350 tons of edible food every day.[8] That alone comes to well over 1,000,000 tons in just one year![4] Inevitably, there is also a massive accumulation of yard wastes; another of construction debris; and on and on and on.

It's a good thing Washington "invented" the Model Litter Control Recycling Law!



Mt. Rainier and Tipsoe Lake

TABLE V

VEHICLE REGISTRATION BY STATES

	1970	1980	1985	Increase %
Washington	2,102	3,225	3,576	70%
Oregon	1,369	2,081	2,226	63%
California	11,901	16,873	18,284	54%
Mountain States	5,411	9,370	11,144	106%

Bureau of Census, U.S. Department of Commerce

TABLE VI

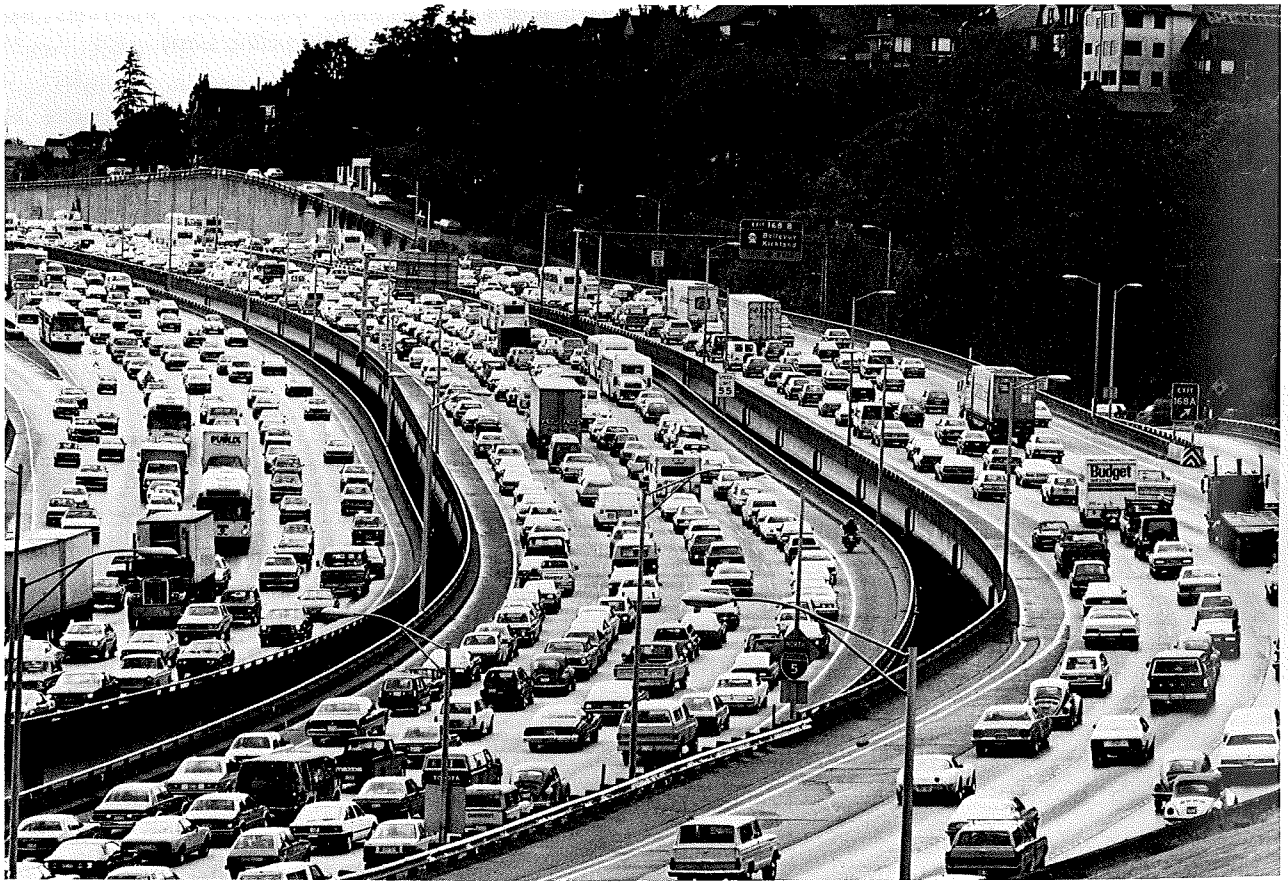
STATE OF WASHINGTON VEHICULAR MILES TRAVELLED

1972	12,277,394
1973	12,932,935
1974	12,474,819
1975	13,352,535
1976	14,413,653
1977	15,342,058
1978	16,497,729
1979	16,338,717
1980	16,332,497
1981	17,483,775
1982	17,699,504
1983	18,673,719
1984	19,463,036
1985	19,912,137
1986	21,272,139

(Increase: 8,994,745 miles – 73.3%)

Annual Traffic Reports
Washington State Dept. of Transportation

Interstate-5, Seattle



ECOLOGY FIELDS A WINNING TEAM

To say this publication is *upbeat* toward the Model Law's achievements would be understatement. We are equally enthusiastic in appraising the Department people, the skills and talent with which they've made the law a *winner*.

The toll-free hot line was a super idea; field offices over the state help bring the public into closer, more frequent contact. But some of the *ideas*, the contests and promotions they have featured point out dramatically just how they got *people involved*. They made it OUR program.

First, in 1976 they created the YOUTH CORPS, those hard-working cleanup crews. Numbering some 800 the first year, the day-glo uniformed young people (14-17) cleaned 8,000 miles of roadway. They sacked all the trash in blue and white bags with the bold Ecology logo that have become familiar all over the state. That first year they separated and returned 650 *tons* of discarded material to recycling centers.

Motorists soon recognized the useful function of these young public servants. Needed jobs were created; the work ethic was instilled in hundreds, many for the first exposure. Safe, wholesome, rewarding experience was matched with "beautifying" Washington.

The "litter ethic" was popularized among boaters, fishermen, fair-goers, picnickers, hikers, and skiers that same year. In addition to seeing that signage and refuse-collection facilities appeared at all places required by the law, the staff of professionals created attractive messages with rememberable slogans—miraculously appearing *everywhere*.

Planting of a maple "friendship" tree at Crescent Bay Overlook, Grand Coulee, one of 101 planted statewide to honor Canada's Expo '86 and kick off Spring Rally.

By 1984 the first Spring Rally, held April 22/28, was a widely publicized state-wide clean up/recycling/beautification extravaganza.

Thousands of volunteers joined a program to remove litter from public areas and private property; clean and paint unsightly buildings; sort and recycle discarded materials; and *swamp* the news media with messages encouraging broad support. Community spirit reflected the stimulus created by Ecology planners. Prizes donated by merchants and businesses rewarded contest winners, and local government officials acclaimed the participants, whose accomplishments brought pride for all.

The second episode in 1985 eclipsed the start-up year. Hundreds of thousands of litter bags with Spring Rally logo were distributed, as were fliers, newsletters, and truck signs, All means of communication "got the word" to just about everyone in the state. Mayors, city and county officials from all areas joined the fanfare to involve every citizen.

New milestones were passed again in each subsequent year's Spring Rally, still the annual high in enthusiastic participation.[10] By 1986 the Youth Litter Patrol had cleaned *10,000* miles of highways; measurements of litter at 133 sites showed a 13.2% reduction since 1982; A-Way With Waste had become the nation's oustanding curriculum material for teaching litter abatement and recycling in grades K-12 all over Washington. Operation Shore Patrol had been launched as 1,000 volunteers cleaned the beaches all along the strait of San Juan de Fuca; key in this operation was the Northwest Four-Wheel-Drive Association.

Each year Spring Rally features tree-planting programs in which "Friendship Trees" donated by Keep Washington Green are planted by hundreds of communities in events publicized by the Department. In 1986, a special "Year to Shine" campaign was promoted to host the thousands of tourists en route to EXPO 86 in Vancouver, BC.

Records are made to be broken, and Ecology's people are finding new ways each year. They involve thousands of residents; hundreds of communities and organizations; and cities and counties gladly joining in the self-rewarding efforts Ecology initiates to beautify and preserve Washington for our enjoyment and that of our visitors.

So Washington's recycling tonnages have leaped from 121,194 in 1980 to 463,387 in 1986.[9] That's an increase of almost 300%, in just four years of the "Hot Line."

Not only do Ecology staff strive constantly to develop and publicize new recycling methods and technique, they use this state-wide communications network to create maximum public awareness. Results already include not only lowered demands for landfill space, but sharply higher incomes from sale of recycled materials—more jobs.

Indeed, Washington's program is recognized as a model in recycling. It has been awarded "Best Program for State Government" by Keep America Beautiful. Further, ten other states have adopted similar laws, to cover recycling as well as litter control.

The Department's continuing alertness to new opportunities for creating public awareness and concern has been key to the remarkable success of Washington's Model Law. Residents, neighbors, and tourists share alike in praising the state's achievements in recycling—new uses for waste, new money from trash!

Staff persons today share justifiable pride in teaching Washingtonians and our guests, "We don't throw it away. In fact, *there IS no away!*"

Yes, in Washington, we're going to WIN our war against waste.

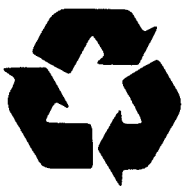
TABLE VII

RECYCLING IN THE STATE OF WASHINGTON

*Percent of Gross Discards Recovered**

	1970	1975	1980	1984	Increase, % recovered
Paper	16.9	19.2	21.9	20.8	23
Glass	1.2	3.3	5.0	7.2	500
Ferrous	1.2	1.9	3.2	2.8	133
Aluminum	1.8	12.4	19.6	29.4	1533

*Washington State Recycling Survey, 1986
Department of Ecology



WELCOME TO CLEAN, GREEN WASHINGTON –
Where We Recycle

It could *WHELM* us!

"Junk" discarded each year in Washington—*left,* just by our 4½ million residents, their 3½ million vehicles and 1½ million farm animals, to say nothing of our beloved *tourists*—is a multi-million-ton load. It's fast approaching the very peak of our problems.

The cities, especially metropolitan areas, clearly are the focus of the epidemic. No proven cure is fast or cheap. But it's fortunate that Washington and some of its lesser jurisdictions began searching for relief, for the needed therapy, during the 1970's. For example, the Model Litter Control and Recycling Law provides the structure for removing as much as one fourth of the burden. That much of our trash is clearly and economically recyclable.

Indeed, Seattle's mayor and city council have set as a firm goal that *forty percent* of all municipal refuse will be recycled. Their target for this achievement: *before* 2010. Other cities had started earlier on the same course or a similar one; many now are increasingly optimistic.

Not only are we reaping benefits from the fifteen-year-old law that encourages and provides help for our recyclers statewide—the assistance is *free.* The same businesses and industries who volunteered in 1971 for the litter/solid waste assessment are still paying their part of the State's costs.

Now past $25,000,000, this fund has enabled Washington to set national examples in recycling as well as in litter abatement.[9]

For instance, our Department of Ecology in 1976 inaugurated the nation's *first and only* 1-800-*RECYCLE* toll-free statewide telephone line to channel calls in to the recycling nerve center in Olympia. From a first-year total of 9,273 calls the system burgeoned to over 300,000 by 1986. Tens of thousands of residents are answered with encouraging information as they call to ask, "where can I (sell) (donate) (recycle) (X)? In what form must it be delivered?

SPEAKING OF VISITORS

It's not just the natives who are smiling in Washington, our TOURIST friends are smiling, too.

It's contagious!

Washington's beauty and the extra enjoyment you get because it's CLEAN helps make everybody happy in our state.

That may help explain some pleasing numbers in the latest report from the Tourism Development Division. Following 1985's record for visitors, last year was a real winner—up another 10%![11]

More than sixteen million people visited Washington; destinations all over the state shared almost equally. Airline arrivals at Sea-Tac were up 16%, and they also increased over 12% at Spokane.

The state estimated tourists spent $3.4 billion last year, keeping more than 85,000 people employed.

Our third largest industry, tourism isn't heavily supported by government. But one thing's clear: it's good as a gold mine, and we all benefit!

It's good we've learned to keep the place clean.

WHAT'S NEXT?

This publication *salutes* the people of Washington as we draw near to our *100th* Birthday Anniversary, November 11, 1989!

Aren't you glad the State has enjoyed for fifteen years all the benefits of our Model Litter Control and recycling Law? We may have been the forty-second state to enter the Union, but remember, we were FIRST with the Model Law—so good ten other states "borrowed" it!

Every one of us can be *proud* of our cleaner, more beautiful state. We're still green, and we're nearly *clean*!

And it doesn't cost you, me, or Washington *one cent*!

Let's enjoy it together, keep it clean and beautiful, and get ready to wish each other that *special* HAPPY BIRTHDAY in just these few more months—

HAPPY CENTENNIAL!

Ecology Youth Corps

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Port Townsend

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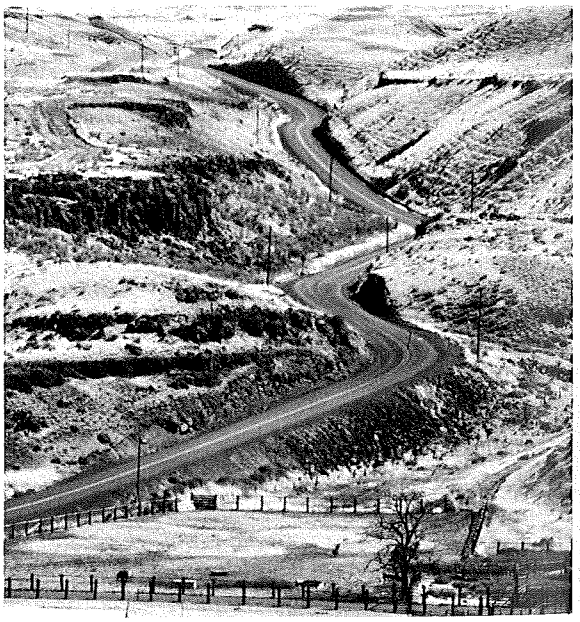
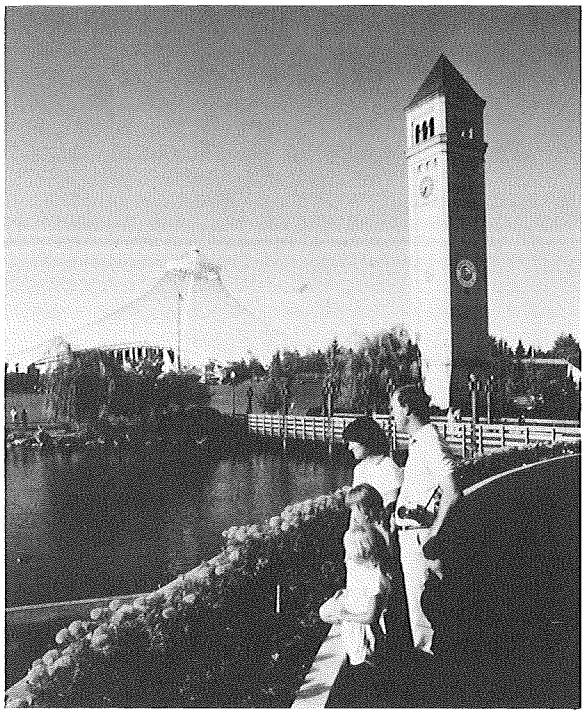
Samuel Bowman



Palouse Country



Riverfront Park, Spokane

PHOTO CREDITS

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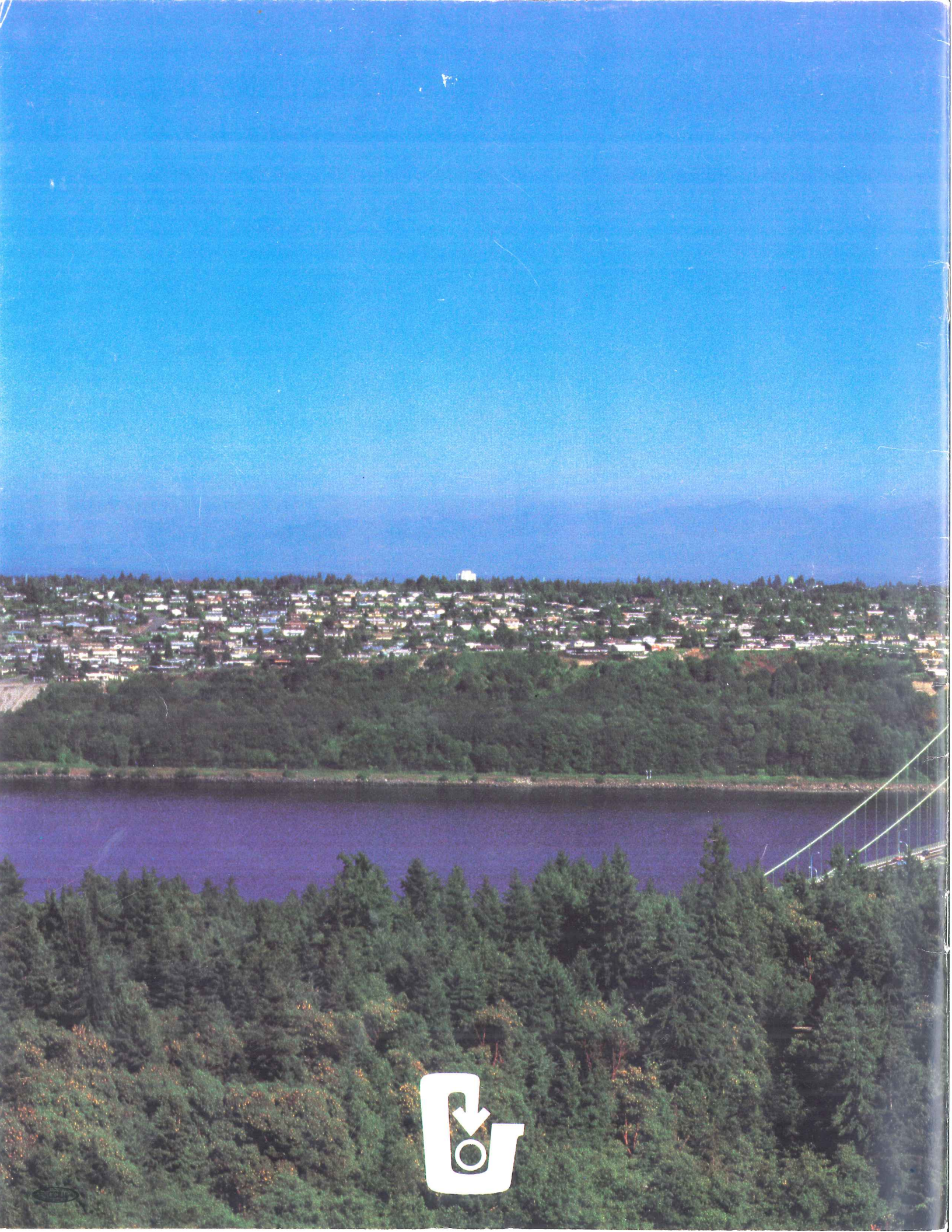
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